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Carlisle Seed & Plant Company
Growers of Vegetable Plants and Flower Bulbs
"HOME OF QUALITY AND SERVICE"
Valdosta, Georgia

P. N. SHOENAKER

U. S. DEPT. OF AGRICULTURE

WASHINGTON D. C.

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D. N. Shoemaker

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FOREWORD

In presenting this catalog we wish to express our thanks to all those who have patronized us so generously in the past. We wish also to say that if there is one who thinks that we have not given him a square deal we wish to know it. We would like to adjust the matter with him now. It is our aim to conduct our business on the principle of the Golden Rule, and the growth of our business has proven that this policy is a success.

We try not to over-estimate our products in our advertising matter. We do not say that we are the best growers in the business, but we do know that we are supplying some of the largest dealers and seedsmen in the country with our plants. If we could present you with some of the complimentary letters from some such concerns you would agree with us that our quality service is above the average. The reason that our quality is above the average is that we grow our plants and every order has the personal attention of the owners. We know that if our plants please you, you will tell your neighbor and your neighbors will keep you advertised as long as you give service.

We are glad to offer you this season a few new additions to our stocks—flower bulbs and plants, and also White Leghorn chickens. This stock is grown on our own farm, under our personal supervision, and you can be assured that same is of the highest quality.

Trust you will not overlook the fact that we are offering you practically every kind of vegetable plant grown, as well as the most popular flower bulbs and plants, possible for us to grow in this climate. We think, too, that you will appreciate the opportunity of buying from a concern that will stand squarely behind every shipment at the same price of the average grower. Our large business enables us to give you the very best at the same cost.

WORD TO NORTHERN CUSTOMERS

Last year our Northern plant sales increased 50% and we are anxious to make the increase larger this season. Customers who have never tried our plants will be surprised at the earliness of the crops, especially cabbage, onion and tomato crops, from our plants. Cabbage will mature at least two weeks earlier when grown from frost proof plants rather than home grown stock. Hot house plants cannot stand as much cold as our plants which are grown out in the open fields and toughened as the winter comes on. Our cabbage plants will stand a temperature as low as 20 degrees if properly set. Do not think that because we are offering you cheap prices that we will send you junk. Plants in the South have finished setting by the first of April and at times we have millions of our very best plants left in the field should we not be able to ship them nor

also our offering our cheap labor, you can understand that we are glad to sell at cheap prices. You will also notice in your Northern plant catalog that they are advertising frost proof cabbage plants. These are grown right here in our section. In fact we ship millions each season for two large Northern seedmen. You know the difference by buying them direct. We also grow millions of tomato plants for the Florida and Georgia markets and are successful in getting them to destination in good condition. We are sure that we can get tomato plants to you by parcel post at even a greater distance. Our tomato plants are grown in open field and are ready for shipping from March first until July. We do hope you will not miss the opportunity of making a test of our plants in your garden this season. Food is small and our plants will make you earlier crops. Since we do not have enough space to print the complimentary letters from some of our Northern customers, if you doubt us getting our plants to you in good condition, we will be glad to refer you to some customer in your own state to whom we have made shipments.

SOUTH CAROLINA COAST CABBAGE PLANTS

For the purpose of increasing our plant sales by bringing our plants as near as possible to our customers, we are growing 25 acres of cabbage and onion plants at Hardeeville, S. C. This point is located on the coast in the same section where all the other large plant growers are doing business. These plants are of extra quality and the same service is given from this point as from our place here at Valdosta. Customers ordering from Hardeeville are requested to send all orders direct to us there. Our office at that place will give immediate attention to all correspondence.

FLORIDA TOMATO PLANTS

Our past experience growing early tomato plants in hot beds has convinced us that this is not a satisfactory way to grow early plants. Hot bed plants are too tender, will not stand, nor will they stand any cold. The right kind of tomato plant will stand a small frost without injury. We have actually seen this happen. They must be very tough and hardy, however, to stand this frost. We are opening a growing station in South Florida for the purpose of growing early tomato plants about. These plants will be grown in open field on soils that will be free from diseases (fresh cleared lands) and kind of soil that will make woody plants. As this catalog goes to press we have not yet decided on the exact location, but you can be sure of getting tomato plants from us by February fifteenth. These plants will be shipped you on an absolute guarantee of safe arrival and in good condition or your money refunded.

OUR GUARANTEE

We guarantee to ship tomato and onion plants, grown from the best seed, and if for any reason they are not satisfactory upon arrival, we will gladly refund your order or refund your money upon receipt of a statement from your Post Master that the plants were satisfactory. However, there are so many conditions attending the growing of plants, we cannot in any way be responsible for the crop, and it shall be understood that we are not our money under the conditions of our non-warranty clause as follows: "We give no warranty, express or implied, as to the growing quality of growing plants, or any other matter of the same, value of plants we send out, and cannot be in any way responsible for the crop."

INSTANCES WE CAN SHIP

We are in the extreme southern part of Georgia. It is 975 miles from our place to Chicago and 1,001 miles to New York. We ship every season, thousands of tomato plants to Illinois and Michigan. Cabbage and onion are much tougher than tomatoes and will stand shipping a greater distance, so we feel that there is no reason but we cannot get plants to you in any state west of the Rocky Mountains.

SHIPMENTS INSPECTED BEFORE YOU PAY

If customers doubt our statement as to the quality of our plants and the condition in which they will arrive, we will ship you C. O. D. Express and allow inspection before you pay for them. Postal ruling will not permit the inspection of C. O. D. parcels in the mails. We are always glad to ship you C. O. D., Mail or Express.

ALL SHIPMENTS SENT CHARGES COLLECT

We are convinced that the only fair way to advertise and ship plants is to let the customer pay the transportation charges. Those who live only 100 miles from us do not want to pay the same postage as the customer who is 500 miles away. Therefore we are charging you only for the plants and you will pay the postage upon receipt of your shipment. Now we will send all parcels charges collect. We do not want you to send the money to pay the postage, as we cannot tell what the amount will be until the produce is weighed in the Post Office. Just say "My Postman" when you receive the plants.

HOW TO ORDER DIFFERENT VARIETIES OF PLANTS

Please remember that we are shipping you the best of stocks at the same price as the average grower's stocks, and it costs money to care for and pack plants. We cannot afford to sell you at these cheap prices and label every bundle without extra cost. We can usually send you two varieties of any kind of plants. In ordering our cabbage plants we can send you 250 plants each at two lots, and label each end of the crate. With such arrangements you will be sure of knowing your varieties.

LAYING OF PLANTS ON ARRIVAL

As soon as your plants arrive, take them out of crates immediately and set in the ground if the weather is not too cold. Should the weather not be favorable, cut strings from the bundles and trench in a warm place until conditions are suitable for setting. It is not impossible to keep cabbage plants trenched for two weeks before setting. It is a mistake to set plants when ground freezes even a part of the day. They are more apt to get damaged when they are set while the ground is loosely packed around them. However, they will stand a temperature down to 20 degrees after they get settled in ground. If your plants are yellow when they arrive do not jump to the conclusion that they are worthless. Plants will turn this color when packed in tight crates. Sometimes the leaves will drop from them until nothing is left but the bud. But as long as the bud is there they are good for setting.

HELPING EACH OTHER

Should you prefer buying your plants from your dealer, you will do a favor, as well as yourself, to ask him to buy Carlisle's plants. If you will mail us the name of this plant dealer, giving us information as to the quantity of plants he sells during the season, we will gladly send you a few hundred of any variety of plants we grow. We will also send you a few hundred plants for the names of the land owners in your community, giving the number of acres in the farm and number of plows in operation during the year.

OUR CASH CLUB OFFER

To increase our sales and to help those who are anxious to make extra spending money, we are making a very liberal offer for your services. School boys and girls can make money after school selling our plants and flower bulbs. To those selling 100.00 worth of our plants or bulbs in clubs to their neighbors will be allowed 20% cash discount or 25% in plants or bulbs. Cash discount can be deducted from the amount of the order when sent. Each member of the club will be sent direct to them instead of being sent to you, if preferred. No discount will be given on orders for less than \$10.00, nor can 2 more liberal discount be given on larger club orders. You can guarantee your customers absolute satisfaction. We are back of every shipment we make. Cash must be sent with all club orders; none can be sent C. O. D. Mail with your order to all stocks we sell except Sweet Potato Plants and Onions and Eggs.

SALESMEN WANTED

We want a salesman in every community to call on plant dealers and sell our Frog Proof Cabbage Plant. To the right parties

we would consign territory. Certainly you could make some real money with our liberal proposition. We will give you \$2.00 with the first initial order of 5,000 cabbage plants or more sold to any plant dealer who is not already one of our customers. If the customer wishes, we will make shipment on open account and will remit you when invoice is paid. When check is given for the amount of the order, you may deduct your \$2.00. Unless the town is over 1,000 population we would not want more than one dealer. Orders must come on the dealer's stationery and with information as to the number of cabbage, onion and tomato plants he will sell during the season. Agents wanting territory must give references and age and also answer in their own handwriting. For any information regarding us we would refer you to the Exchange Bank of Valdosta. You are at liberty to guarantee our plants to be satisfactory on arrival or the money will be refunded. If you should line up a customer you can advise them that we will compete prices with any reliable grower in the business. Dealers' prices in 5,000 lots and above is 75c per thousand and this is the price at which you are requested to sell your initial order.

CABBAGE PLANTS

We have 150 acres cabbage plants to draw from this season; none of this stock contracted, understand; all grown under our own supervision and is our own personal crop. As this catalog goes to press, we must say they are the finest quality we have ever grown. Our varieties are Charleston and Jersey Wakefield, Copenhagen, Succession, Early Flat Dutch and Drumhead. Prices small quantities, 300 plants, 40c; 500 plants, 60c; 1,000, \$1.00; 5,000 lots and above at 75c per thousand. Mail or express. Plants shipped from Valdosta or Hardeeville at the same price. Customers should order from the place nearest them.

ONION PLANTS

Owing to our increased sales on onion plants last year, we realize more each season onion plants are a success throughout the United States, and we are growing 20 acres in onion plants alone for our sales. Onion plants are more hardy than cabbage and will stand more cold; they are to be transplanted just like any other plant. Our varieties are White and Yellow Bermuda, two of the best grown. We can ship you these plants either from Valdosta or Hardeeville, S. C., at the same price of cabbage plants. Order your cabbage and onions at the same time, so as to save postage.

PORTO RICO POTATO PLANTS

We have a nice lot of Porto Rico Potatoes grown on our own farms stored for seed purposes, which will be bedded about the 15th of February for plants. This stock has already stood the fall inspection by the State Entomologist and was found free from any disease. You may be assured that potato plants will be scarce next season on account of a very short crop. First, the acreage was cut throughout the whole South; next, drouth cut the crop at least 40%. We are sure plants will bring a premium. Our price will be on 500 plants, \$1.00; 1,000 plants, \$2.00, mail or express shipments. We suggest you book your orders far in advance if you want our selected stocks of potato plants.

PEPPER AND EGG PLANTS

Pepper and Egg Plants are very difficult to grow, and some seasons if weather conditions are unfavorable seed will not germinate. We only grow this stock to accommodate our customers. We are planting several pounds of this stock at our South Florida growing station and we should be able to furnish you plants by March first. Plants from here will be ready about April first. Varieties of pepper will be Ruby King and Royal King, two of the best commercial varieties. Egg plant varieties are Black Beauty and Large Purple, Black Beauty being a few days earlier. Price in small quantities: 300 plants, \$1.25; 500 plants, \$1.75; 1,000 plants, \$3.50, mail or express shipments.

TOMATO PLANTS

We want to impress the fact that if there is any kind of plant we know how to grow it is a tomato plant. We grew last season for the Northern canners alone forty acres in tomato plants, which produced approximately twenty million plants. We are having to grow even a larger acreage this next Spring to take care of our growing demands. Our plants are grown in open field on new lands that are absolutely free from diseases. We are very careful to let them grow slowly, so when they are large enough for shipping they will stand a small frost they are so hardy and tough.

We have arranged to grow 25 acres of early tomato plants in South Florida, which will be ready about the 15th of February. These plants will be shipped you on an absolute guarantee of arriving in good condition or your money refunded. You certainly could not go wrong in setting a few extra thousand plants for your town market. Tomatoes bring a high price at this season of the year. Beat your neighbor by setting our extra early plants. Our varieties will be Earliana, Chalk's Early Jewel, Livingston's Globe, Redfield Beauty, Greater Baltimore and Stone. Prices from February 15th until April 1st in small quantities: 300 plants, \$1.00; 500 plants, \$1.50; 1,000 plants, \$2.50, mail or express, from Florida shipping point.

Our Georgia plants will not be ready for shipping before April first and will be of the same varieties mentioned above. Prices in small quantities will be: 300 plants, 50c; 500 plants, 75c; 1,000 plants, \$1.25, mail or express.